



**Land Use
Recommendations
Loudoun County,
Virginia**

**Advisory Services Panel
October 16-21, 2005**

About ULI

- Established in 1936
- Independent nonprofit education and research organization
- More than 25,000 full and associate members worldwide.
- Representing the entire spectrum of land use and real estate development disciplines.
- Mission: To provide responsible leadership in the use of the land in order to enhance the total environment.

Advisory Services Program

- To bring the finest expertise to bear on complex land use planning and development projects, programs, and policies.
- Over 400 panels nationally and internationally since 1947.

The Process

- Briefing materials sent to panelists before arrival onsite
- Sponsor briefing and tour
- Interviews with key stakeholders
- Work, Work, Work
- Presentation of recommendations
- Final report to be published

Acknowledgements

Industrial Development Authority

Board of Supervisors

County Administrator

Office of Economic Development

County Office of Budget & Management

The Panel

Chair

James M. DeFrancia

President, Lowe Enterprises Community
Development, Aspen, CO

Panelists

Morey Bean

AIA, Partner, Colorado
Architecture Partnership,
Colorado Springs, CO

Daniel Conway

President, THK Associates,
Aurora, CO

Steven Jenkins

Partner, Haynes and Boone,
Dallas, TX

R.J. Nutter

Attorney, Troutman Sanders,
Virginia Beach, VA

Virginia Scott

Managing Director, Jones Lang
LaSalle, Washington, DC

Lyneir Richardson

Vice President of Urban Land
Development, General Growth
Properties, Chicago, IL

Mark Viets

AIA, Principal, Peckham, Guyton,
Albers & Viets, Westwood, KS



Executive Summary

Q: Sell Land?

No (not in bulk). Future sale of those portions intended for economic use

Q: Retain or Exchange?

Retain portions for public uses, including education, services, recreation

Q: Education Uses?

Yes. Dedicate 30 to 40 acres to educational needs. Consider a Science and Technology Academy with facilities accommodating grades 1 to 12 and a limited university presence.

Q: Develop for Economic Uses?

Yes. Dedicate 45 to 60 acres to tech and biotech uses, with limited supporting offices and retail.

Utilize an RFQ/RFP process for private sector participation.

Economic Overview

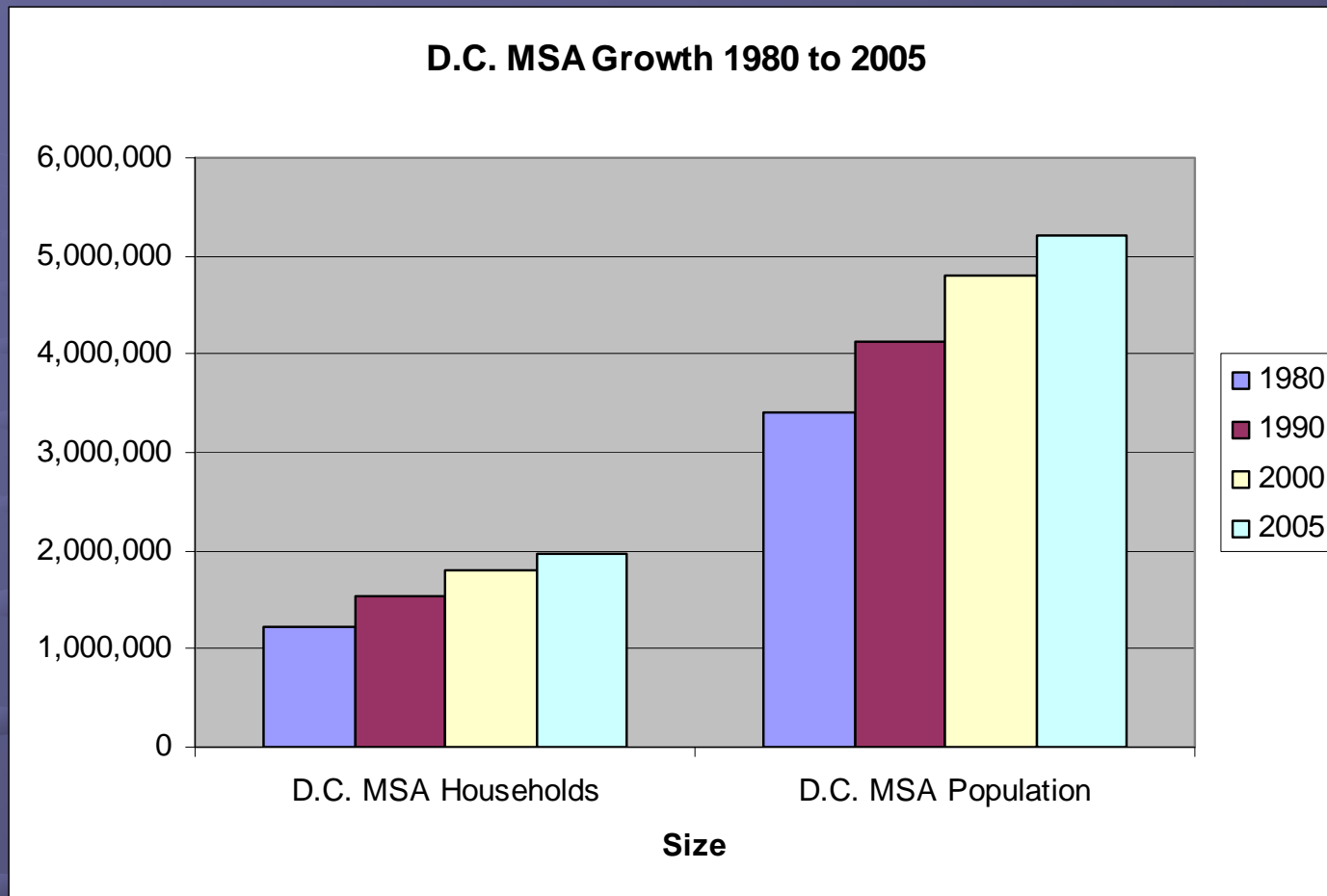
Daniel Conway



ULI Loudoun County Market Potential

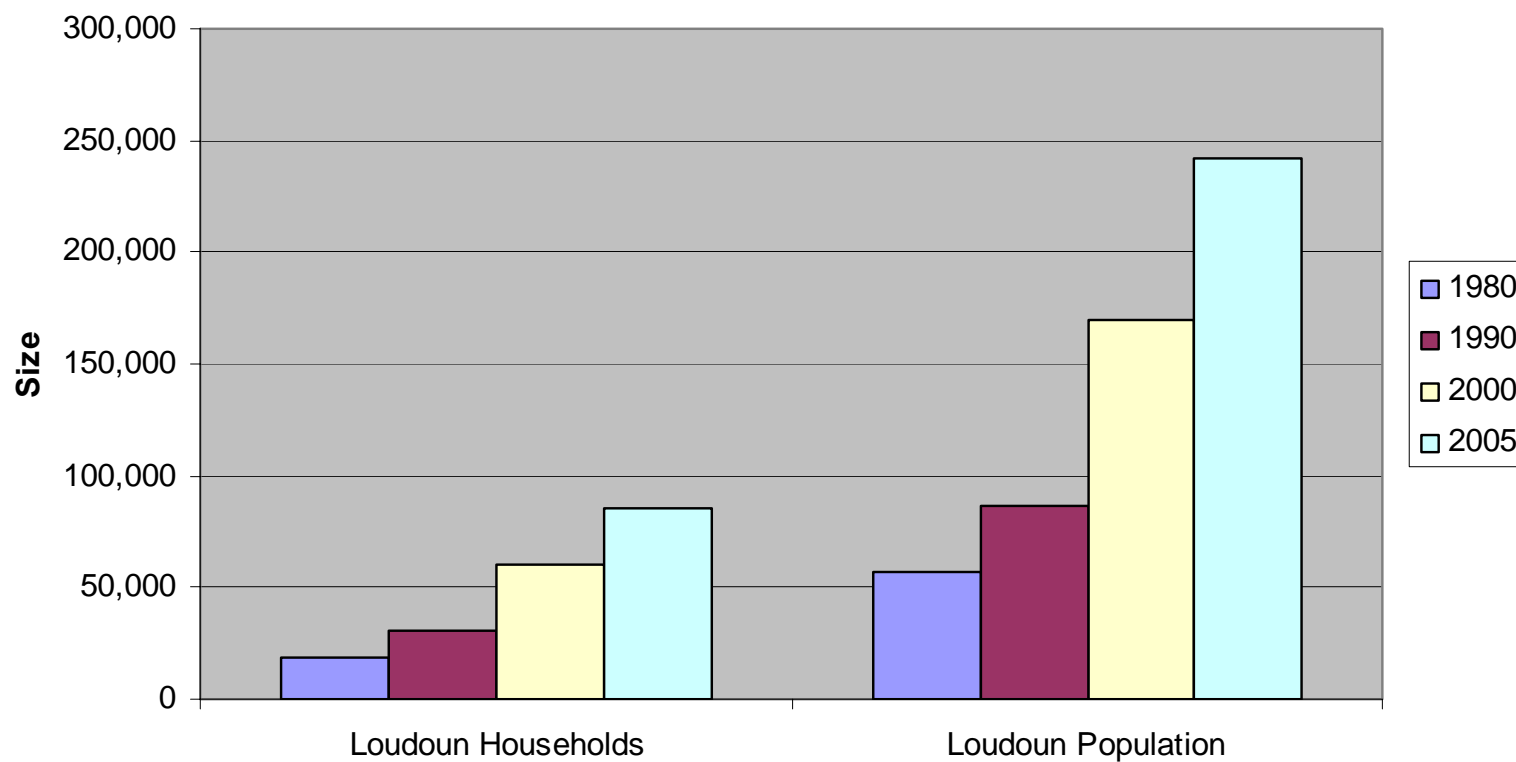
Socio Economic Trends

- In 1970, Loudoun County included just 37,150 people with only 15,800 people employed. It represented just 1.2% of metro Washington, DC.
- Today Loudoun County has approximately 250,000 people, of which 118,000 are employed. Loudoun County today represents 4.7% of metro Washington, DC population.
- Loudoun County has increased its capture of Washington, DC employment growth from 1.8% in the 1970s and 1980s to 11.5% in the 1990s and 2000s.



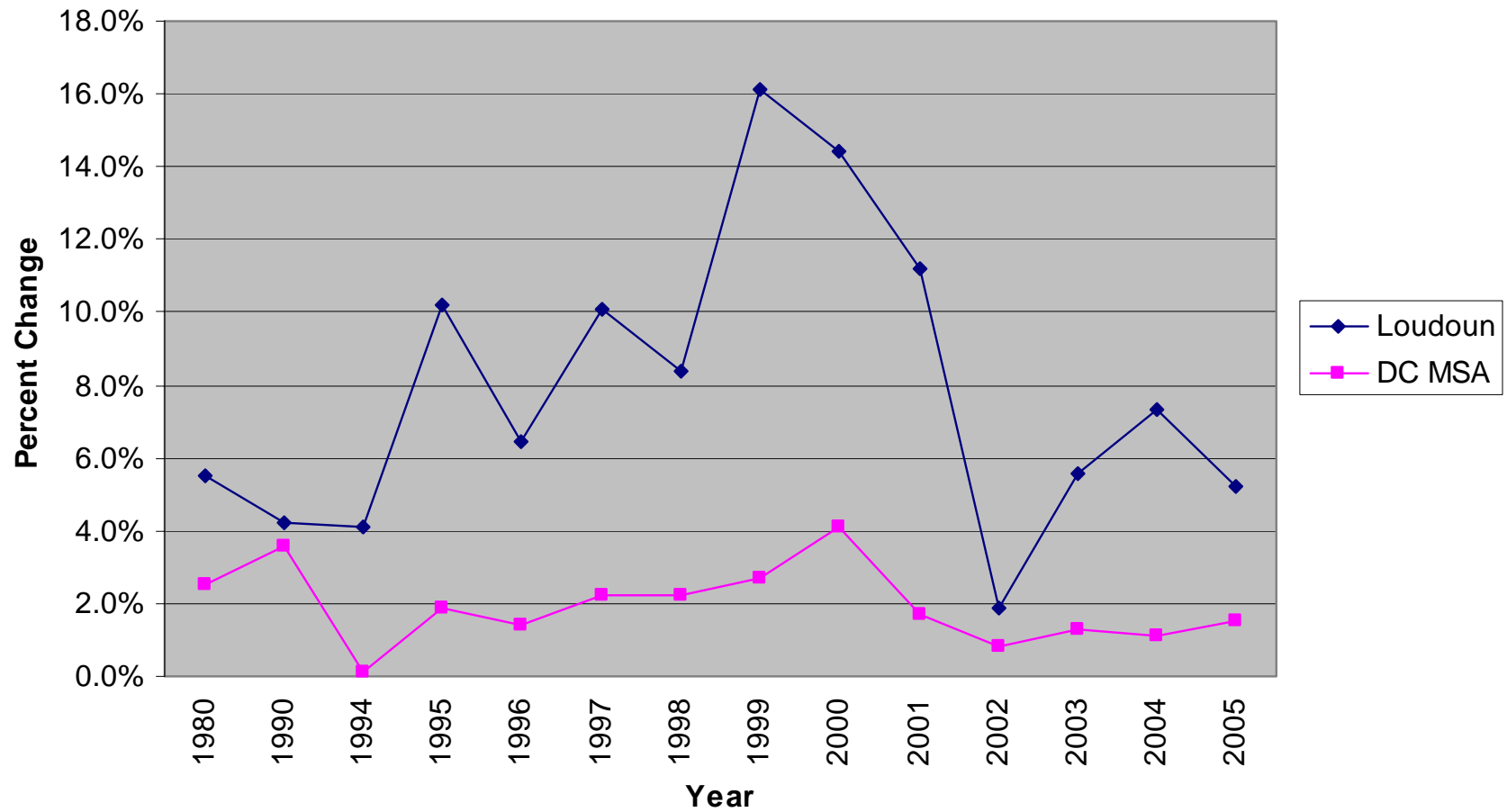
Source: U.S. Department of Commerce, Bureau of Census, and THK Associates, Inc.

Loudoun County Growth 1980 to 2005



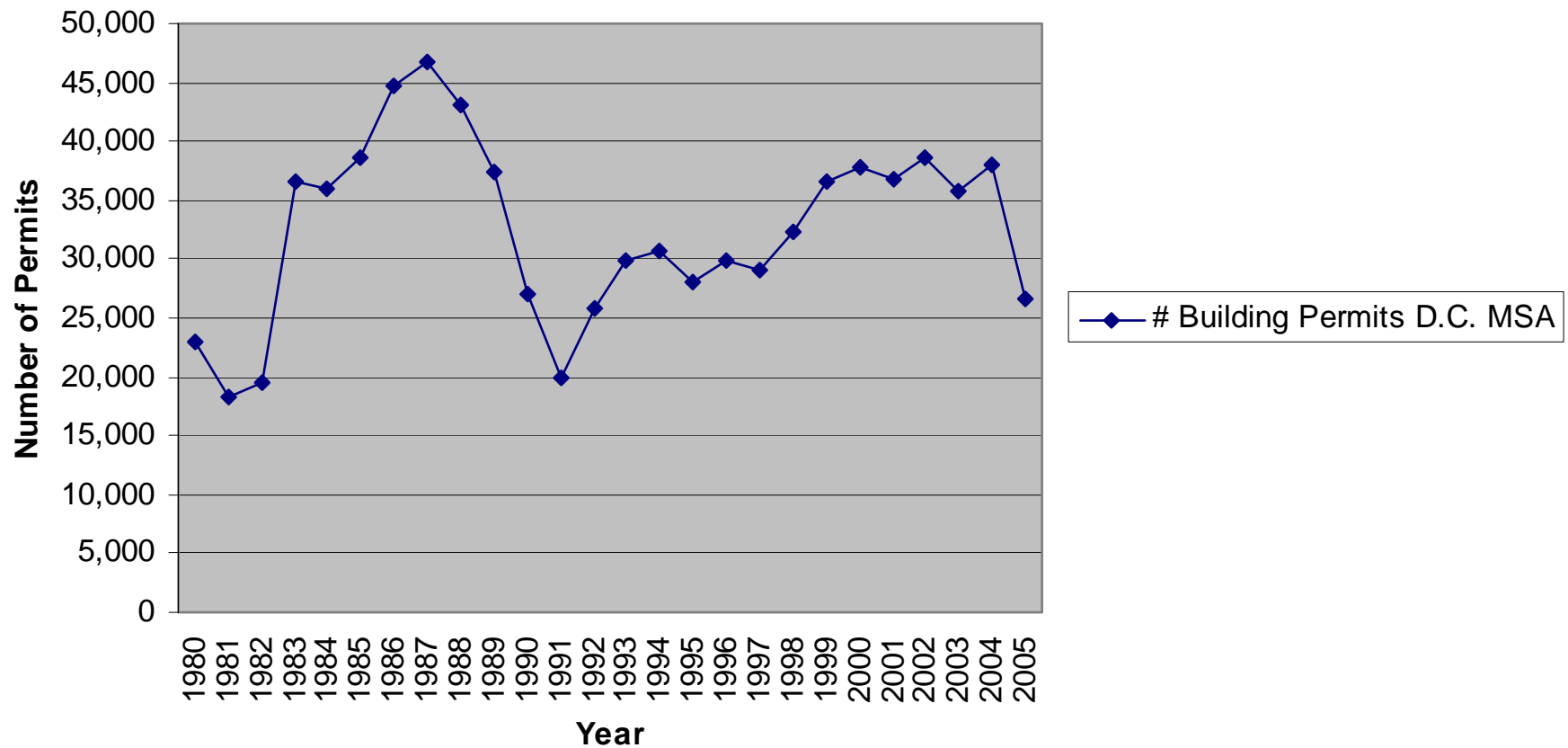
Source: U.S. Department of Commerce, Bureau of Census, and THK Associates, Inc.

Annual Change in Employment for Loudoun County and the D.C. MSA 1970 to 2005



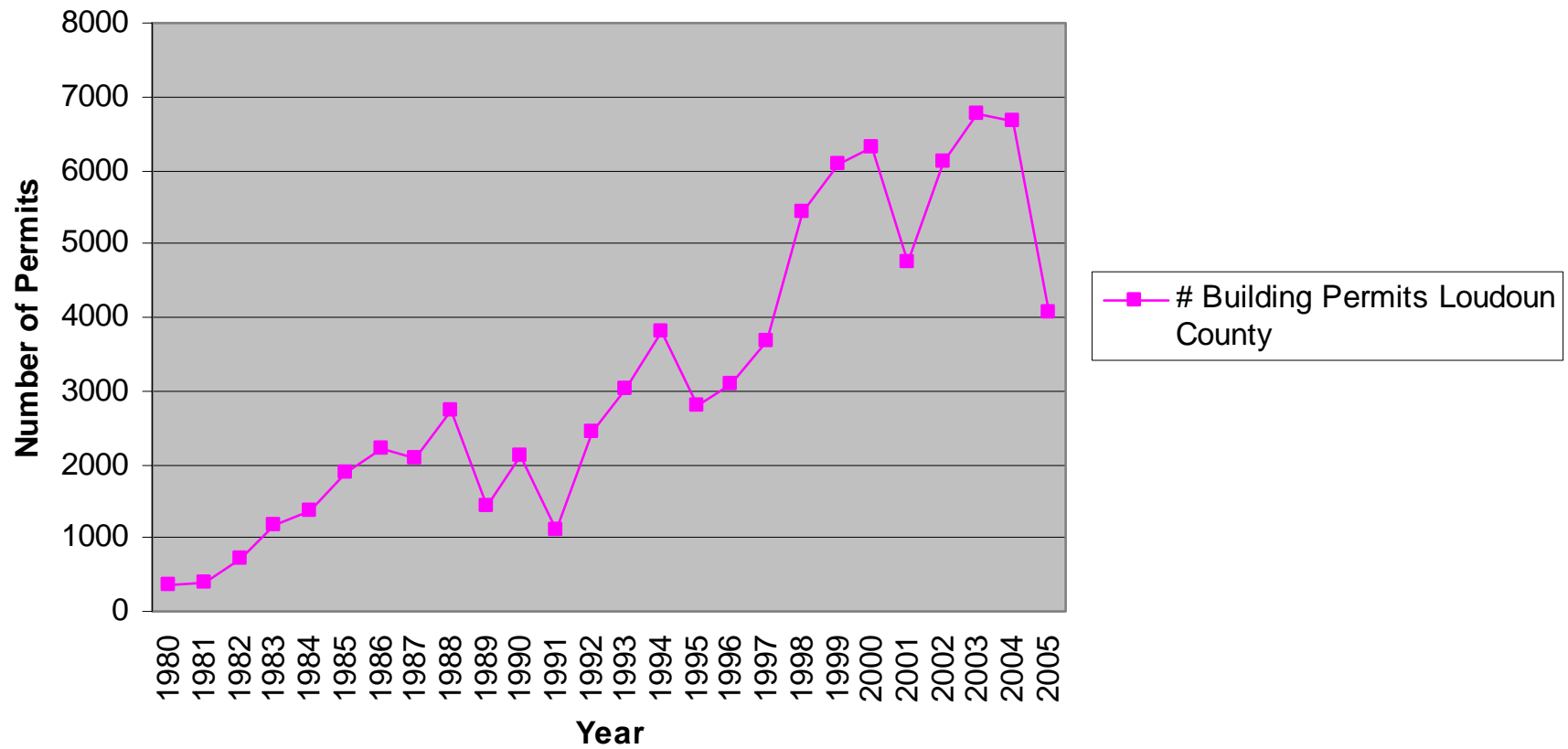
Source: U.S. Department of Commerce, Bureau of Economic Analysis, and THK Associates, Inc.

Building Permits D.C. MSA



Source: U.S. Department of Commerce, C-40 Reports and THK Associates, Inc.

Building Permits Loudoun County



Source: U.S. Department of Commerce, C-40 Reports and THK Associates, Inc.

Socio Economic Trends (cont.)

- It is projected that the Washington, DC metropolitan area will enjoy an annual average increase of 60,000 new jobs per year over the next decade and this will cause the population base to grow by over 79,000 people per year.
- Loudoun County is projected by the Metropolitan Washington Council of Governments to grow by 6,600 jobs with the population growing annually by 19,200 people in 4,700 households.
- In 2000 the Ashburn submarket had nearly 22,600 people. By 2004 Ashburn's population had increased to 57,600 people.

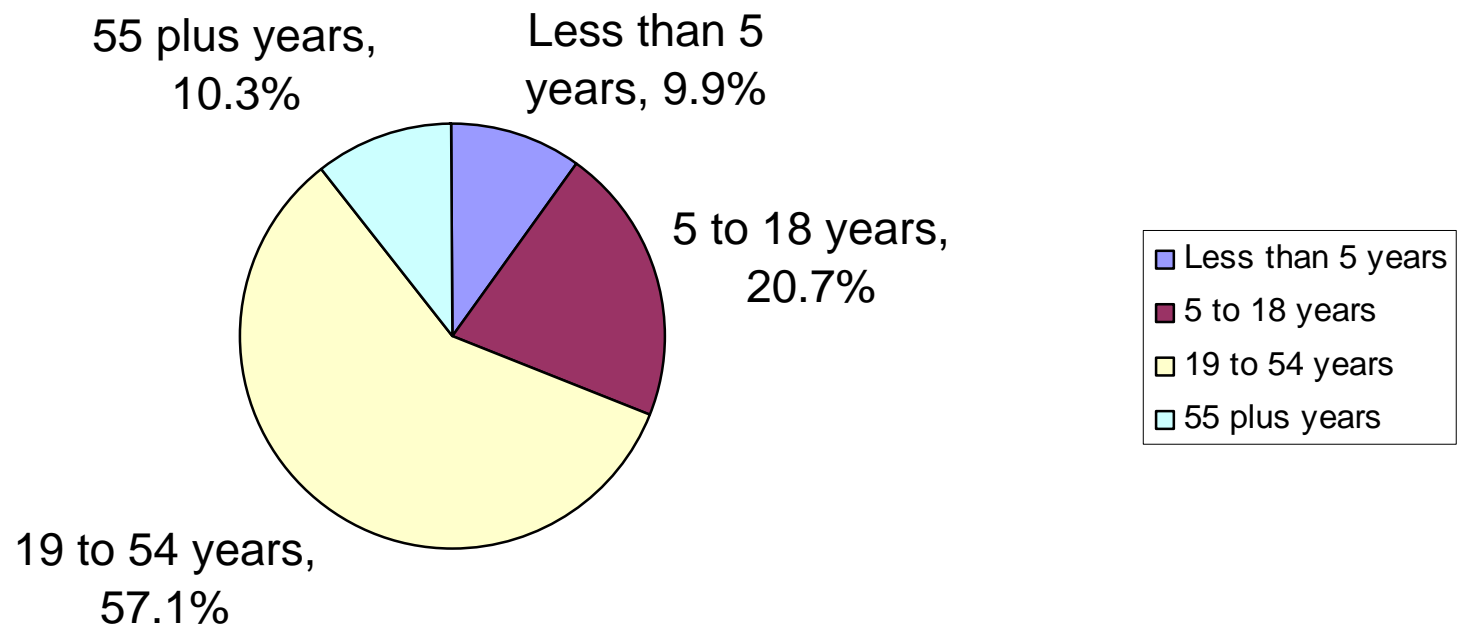
Subarea	Population		Share of 2004 Population	Percent Change 2000--2004
	2000	2004		
Ashburn	22,581	57,599	25.1%	71.5%
Dulles	7,795	17,923	7.8%	129.9%
Leesburg	31,840	44,824	19.5%	40.8%
Northwest	6,499	7,742	3.4%	19.1%
Potomac	39,115	42,387	18.5%	8.4%
Route 15 North	2,506	3,024	1.3%	20.7%
Route 15 South	2,403	2,680	1.2%	11.5%
Route 7 West	12,354	16,642	7.3%	34.7%
Southwest	6,056	6,721	2.9%	11.0%
Sterling	27,450	29,887	13.0%	8.9%

Sources: U.S. Census Bureau, Loudoun County Department of Economic Development, and Loudoun County Fiscal Impact Committee. Table prepared by Loudoun County Department of Economic Development

Socio Economic Trends (cont.)

- Ashburn today represents 25.1% of Loudoun County's population but it is capturing 45% of its growth.
- Ashburn will likely grow by 6,000 per year and by 2015 approximately 200,000 will live in Ashburn environs of the subject site.
- A total of almost 52,000 school children reside in Loudoun County today and
- 80,000 elementary school students by 2015
2,800 new students per year.
- 13,000 acres zoned for office and industrial uses; 32% of which have already been developed.

Age of Loudoun County Residents



Sources: U.S. Census Bureau, Loudoun County Department of Economic Development, Woodes & Poole Economics, Inc.

Socio Economic Trends (cont.)

- 3,000 acres is available within the next three years, 500 of those acres are subdivided in infrastructured parks.
- Loudoun County added 18.4 million square feet of office and industrial space, averaging 1.5 million sq ft per year during the 12 year expansion period between 1993 and 2004.
- Today the Ashburn submarket has 22.5 million sq ft of commercial space and represents 39.3% of Loudoun County's
- Also of the commercial space added in 2004, the Ashburn submarket permitted the construction of 2.2 million sq ft which represented almost 56% of the total construction.

Office and Industrial Space

Jurisdiction	Rentable Building Area (Square Feet)	Percent
Fairfax County	131,407,231	57.2%
Loudoun County	24,920,649	10.8%
Other Northern Virginia Jurisdictions	73361363	32.0%
Total Northern Virginia Jurisdictions	229,689,243	100.0%

Source: CoStar Realty Information, Inc. Compiled by: Loudoun County Department of Economic Development

Nonresidential Building Permit Trends, 1994-2004

Loudoun County, Virginia

Year	Square Feet Permitted				Total
	Office	Industrial	Retail	Other*	
1994	0	67,166	161,429	459,978	688,573
1995	201,790	131,034	425,850	172,025	930,699
1996	355,684	262,625	53,283	695,943	1,847,535
1997	468,391	777,366	121,278	841,337	2,208,372
1998	1,843,364	913,249	1,158,478	1,098,211	5,013,302
1999	1,708,919	1,217,589	532,130	1,882,646	5,341,284
2000	2,034,389	3,207,33	879,981	1,877,463	7,999,166
2001	843,831	1,361,026	461,018	1,809,405	4,475,280
2002	156,392	415,072	529,918	800,216	1,901,598
2003	413,835	468,860	731,472	1,600,998	3,215,165
2004	231,920	1,287,078	799,673	1,529,523	3,848,194
Total	8,258,515	10,108,398	6,334,510	12,767,745	37,469,168
Percent Distribution	22.0%	27.0%	16.9%	34.1%	100.0%

Source: Loudoun County Department of Building & Development. Compiled by: Loudoun County Department of Economic Development.

**Includes schools, hospitals, churches airport support facilities, hotels, self storage, etc.
Formerly Table II-25 in the 2003 Growth Summary*

Nonresidential Building Permits By Planning Subarea, 2004 Loudoun County, Virginia

Total Square Footage						
Planning Subarea	Office	Industrial	Retail	Other*	Total	Distribution
Ashburn	138,192	705,039	273,656	1,035,205	2,152,092	55.9%
Dulles	0	201,117	394,003	60,745	655,865	17.0%
Leesburg	13,064	7,000	10,881	17,982	48,927	1.3%
Northwest	0	0	0	1,968	1,968	0.1%
Potomac	28,086	0	0	149,824	177,910	4.6%
Route 15 North	0	0	0	0	0	0.0%
Route 15 South	0	0	0	3,088	3,088	0.1%
Route 7 West	0	0	13,250	24,628	37,878	1.0%
Southwest	0	0	0	0	0	0.0%
Sterling	52,578	373,922	107,883	236,083	770,466	20.0%
Total	231,921	1,287,078	799,673	1,529,523	3,848,194	100.0%
Percent Distribution	6.0%	33.4%	20.8%	39.7%	100.0%	

Source: Loudoun County Department of Building & Development. Compiled by: Loudoun County Department of Economic Development.

**Includes schools, hospitals, churches, airport support facilities, hotels, self storage, etc.
Formerly Table II-26 in the Growth Summary*

Socio Economic Trends (cont.)

- Loudoun County projected to grow by an annual average 6,600 jobs per year over the next decade.
- Annually after normalization of vacancies a demand will be generated for the absorption of 700,000-750,000 sq ft of office space and 1.0 to 1.4 million square feet of industrial space including approximately 700,000 sq ft of flex space.
- With 50% - 60% of this absorption projected for the Ashburn environs, annually as much as 1.3 million sq ft absorption should occur on up to 100 acres.

Socio Economic Trends (cont.)

- Today Loudoun County has 42 elementary schools, 12 middle and intermediate schools, 8 high schools, and the Monroe Technical Center.
- Loudoun County needs to anticipate the construction over the next decade of 22 elementary schools, 6 middle and intermediate schools and 4 high schools.
- Ashburn environs capturing 45% of population growth, schools and park lands will be of critical concern.
- Loudoun County general government facilities currently include almost 620,000 sq ft and house 2,200 employees.

Socio Economic Trends (cont.)

- Loudoun County will need to add approximately 265,000 sq ft of administrative facilities.

Existing General Government Office, 2005

	Square Feet	Employees
Leased Office Space	167,385	590
Owned Office Space	451,745	1,624
Total	619,130	2,214



Market Potential

Lyneir Richardson

Government Services

Use:

County Administration, Social Services and Storage;
Convert lease space to owned space. Have 620,000
sq ft projected to need over 875,000 sq ft.

Square Footage:

200,000 – 250,000

Building Type:

2 – 4 story buildings

Educational

Use:

Math, Science and Technology Academy for grades 1-12 and continuing education. This campus will be a destination for creative minds from all areas of the County. Alternative is conventional educational uses.

Square Footage:

400,000 – 450,000

Building Type:

1 and 2 story buildings

Tech/Biotech/Flex

Use:

Business incubation, entrepreneurs, desired high tech corporations, ancillary service retail and restaurants. Projected to need as much as 1,300,000 sq ft in the Ashburn submarket

Square Footage:

600,000 – 700,000

Building Type:

2 – 8 story buildings

- We anticipate that most of the parking will be on the surface level; but would encourage the County and real estate development community to evaluate the merits of underground or structured parking as the Site is developed.

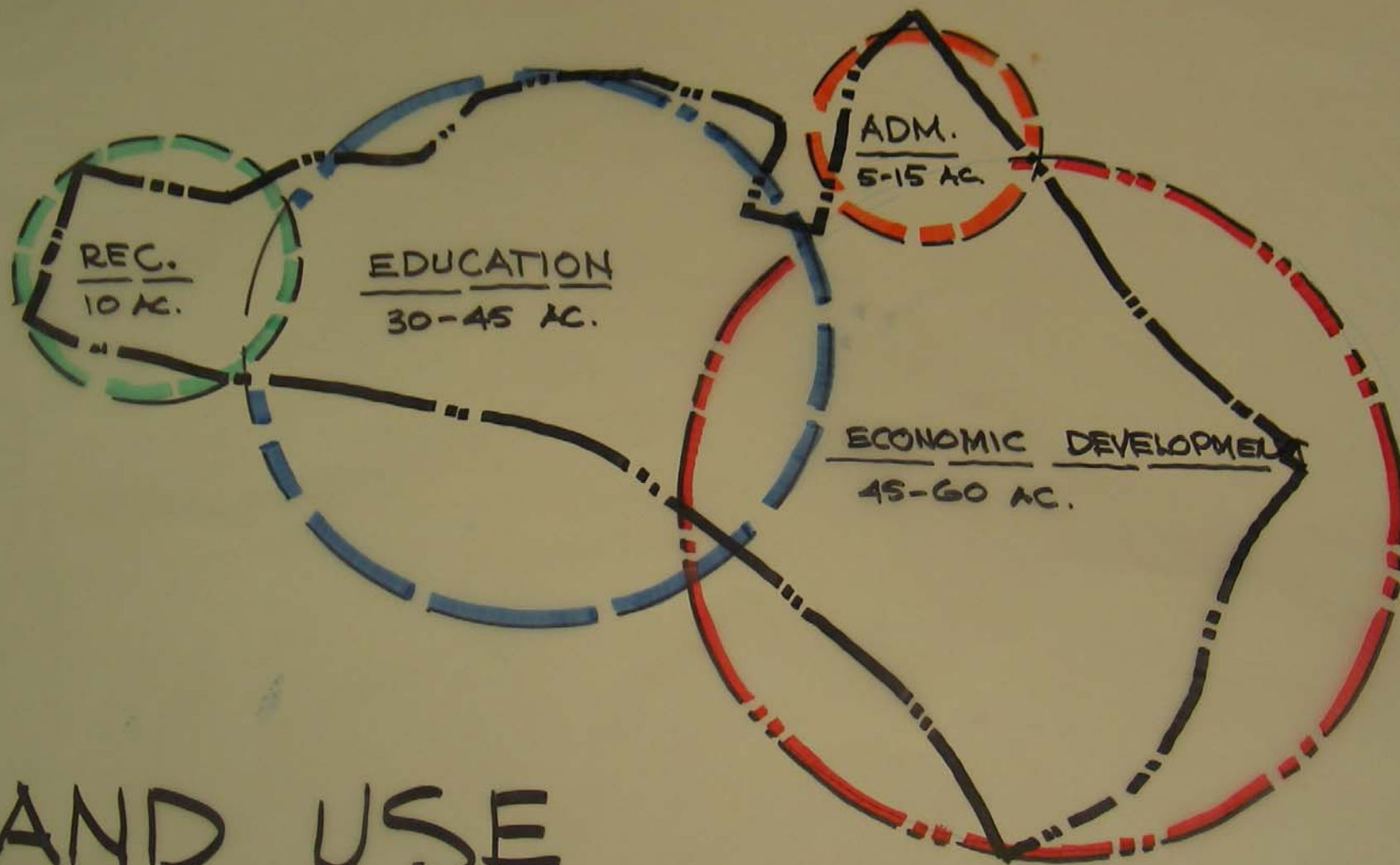
Planning and Design

Morey Bean
Mark Viets









LAND USE

ULI Loudoun County
Planning and Design Concepts

Site Planning and Architecture Performance Criteria

- Excellence in Architecture: “(St)architecture”



ULI Loudoun County Planning and Design Concepts

Site Planning and Architecture Performance Criteria

- Innovation as Design Criteria


"It is a building about nature. Nature is the centerpiece of research at Janelia Farm, and the building follows that idea." —
Rafael Viñoly



ULI Loudoun County Planning and Design Concepts

Site Planning and Architecture Performance Criteria

- The Site and Buildings Must Reflect a Strong Sense of Creativity and Innovation

An architectural rendering of the Janelia Farm research facility at night. The image shows a long, curved building complex with multiple wings, illuminated from within and by exterior lighting. The building is nestled in a landscape with dense trees and a large, irregularly shaped pond. A winding path or road leads through the site. The overall atmosphere is serene and modern, highlighting the integration of architecture with nature.

"It is a building about nature. Nature is the centerpiece of research at Janelia Farm, and the building follows that idea." – Rafael Viñoly

Image: © Rafael Viñoly Architects

ULI Loudoun County Planning and Design Concepts

Site Planning and Architecture Performance Criteria

- Innovation as Design Criteria



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Site Planning and Architecture Performance Criteria

- Create a “Here” Here, a Focal Point for Loudoun County



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- Encourage International Cross Pollination and Interaction



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A Signature Campus of International Significance

- University / College Campus “Quad” Setting



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A Signature Campus of International Significance

- Iconic, Symbolic Buildings (Five floors max)
- Structured Parking



ULI Loudoun County Planning and Design Concepts

The Innovation Farmers Market

- Granville Island Model



ULI Loudoun County Planning and Design Concepts

The Innovation Farmers Market

- Granville Island Model



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The Innovation Farmers Market

- Walkable, Stroll-able, Thoughtful



ULI Loudoun County
Planning and Design Concepts

The Innovation Farmers Market

- Funky, Colorful, Humorous, Insightful, Energetic



ULI Loudoun County Planning and Design Concepts

The Innovation Farmers Market

- Inexpensive, Galvanized, “Fab Pre-fab” Architecture



ULI Loudoun County Planning and Design Concepts

The Innovation Farmers Market

- Exciting, Interactive, Entertaining



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The Innovation Farmers Market



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The Innovation Farmers Market

- The Ten Faces of Innovation



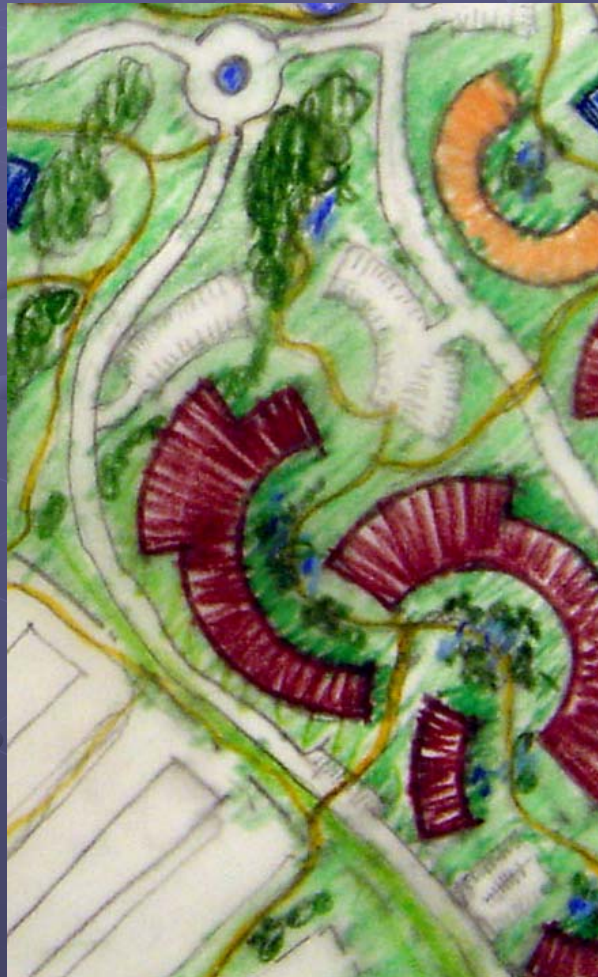
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Planning and Design Concepts
The Natural Capital / Cradle to Cradle Campus
• A Cellular / DNA Strand Layout



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Planning and Design Concepts
The Natural Capital / Cradle to Cradle Campus
• Sustainable Site Planning: Bioremediation, etc.



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Planning and Design Concepts
The Natural Capital / Cradle to Cradle Campus
• Sacred Spaces / Connection to the Earth



ULI Loudoun County Planning and Design Concepts

The Natural Capital / Cradle to Cradle Campus

- A Diverse Community Ecosystem: Mixed Use



ULI Loudoun County Planning and Design Concepts

The Natural Capital / Cradle to Cradle Campus

- Green Building



Implementation

Steven Jenkins

R.J. Nutter

Virginia Scott

Implementation

Fundamental Components of Success

- Identification of Needs by Public Stakeholders
- Commitment to an Integrated Plan
- Selection of a Master Developer

I. Identification of Needs by Public Stakeholders

A. Loudoun County School Board

B. Loudoun County Department of Parks,
Recreation and Community Services

C. Loudoun County Board of Supervisors

A. Loudoun County School Board

1. Creation of Loudoun Science and Technology Academy
2. Acknowledged by Educational Stakeholders
3. Collaboration with Area Universities, Employers, Howard Hughes Medical Institute and Others
4. Amendment to School Board's Six Year Plan
5. Inclusion in Six Year CIP Budget
6. Conclusion of Decision Making Process Within 1 Year

B. Department of Parks, Recreation and Community Services

1. Limit Commitment to 10 Acres
2. Commitment to Shared Facilities
3. Prepare Plan for Number and Type of Recreational Fields
4. Inclusion in Budget Request to Board of Supervisors
5. Conclusion of Design Process Within 1 year

C. Loudoun County Board of Supervisors

1. Recommendation of 5 to 15 Acres for Extension of County Services
2. Appoint Task Force to Consider Proposal
3. Inclusion in County Six Year CIP Budget
4. Conclusion of Decision Making Process Within 1 Year

II. Commitment to Integrated Plan

A. Creation of Distinctive, Integrated Plan

B. Distinctive, High, Quality,
Complimentary Architecture

C. Pedestrian Connectivity

D. Coordinated Landscaping and Entry
Features

E. Shared Parking and Other Amenities

III. Selection of Master Developer

A. Advantages of Using a Master Developer

B. Qualifications of Master Developer

C. Economic Arrangement

D. Process for Selection

1. Request for Qualifications (RFQ)
2. Request for Proposals (RFP)
3. Selection of Master Developer
4. Obtaining Required Entitlements
5. Conveying Property to Master Developer

Ten Principles for Successful Public/Private Partnerships

1. Prepare Properly for Public/Private Partnerships
2. Create a Shared Vision
3. Understand Your Partners and Key Players
4. Be Clear on the Risks and Rewards for All Parties
5. Establish a Clear and Rational Decision-Making Process
6. Make Sure All Parties Do Their Homework
7. Secure Consistent and Coordinated Leadership
8. Communicate Early and Often
9. Negotiate a Fair Deal Structure
10. Build Trust as a Core Value



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